



..... Your quarterly source for printing and mailing information

Volume 2, Issue 3

## A state of sustainability

### What is sustainability?

Sustainability is the use of a resource in a way that does not reduce or deplete it while avoiding disruption of our economic, environmental and social balance. A sustainable operation provides its services or products without compromising needs of future generations. Sustainable practices can be seen in nearly every aspect of our lives; at home, work, and recreation. As the world's population continues to grow, the pressures of human activity have an ever increasing impact on all of our natural resources.

### Sustainability at the Department of Printing

Sustainability is of high importance to the Department of Printing (PRT). In the early 1990's PRT began use of recycled paper comprised of 30% post consumer waste (pcw). Paper trim is also recycled. They continually work at finding ways to provide products in an environmentally responsible manner and explore ways to reduce their impact on the environment. Some of the changes that have been implemented to date:

- Printing with soy based inks
- Using water based non-toxic ink on mailing equipment

- Electronic archiving
- Computer to Plate processing – eliminating dark room chemistries
- Recycling paper and cardboard
- Using cloth shop towels instead of paper
- Printing business cards on wind power paper
- Ink-redi spray to prevent ink from drying on Press rollers
- Use of print on demand and on line ordering
- Environmentally safe Press fluids
- Recycle toner cartridges, silver and aluminum
- Offer 100% pcw paper whenever possible

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## Business card stock manufactured with windpower

The Department of Printing prints the majority of its customer's business cards on stock that has recycled content. If you are a PRT customer with business cards that are "grey colored" with speckles, your business card stock is manufactured with wind power. The stock is harvested in a responsible manner (FSC certified) and has post consumer waste (pcw) content

of 30%. If you would like to learn more about stock options that are FSC certified, please call your customer service representative at 360-570-5555.



Name

Your Agency Name  
Address Information

Phone Number  
Email Address

Web Address



## Success stories

*Fuel sample transport – Moving gas is saving gas*

Skyrocketing gas prices mean a spike in calls for gasoline quality checks by the Department of Agriculture fuel inspectors. Inspectors collect fuel samples and transport them to a lab in Burien for testing. Until recently, each inspector had to make a trip to Burien every few days, which cost time, fuel, and money. Rebecca McAferty, Biofuels Standards Coordinator of the Department of Agriculture, wondered if there might be a better way and turned to CMS for answers.

Rebecca contacted Consolidated Mail Services and inquired about the extent of its delivery area. Distribution Manager, Ron Anderson confirmed that CMS did indeed service several cities in Western Washington including Burien and worked out a system for which samples might be shipped. An agreement was made with the Department of Transportation for the samples to be transferred to CMS through some of its numerous offices in Western Washington. CMS launched this project on August 4, 2008, in partnership with the Department of Agriculture and the Department of Transportation. This synergy allows inspectors to concentrate on sample collection in the field, and saves the Department of Agriculture man-hours, fuel, and vehicle wear.

## A state of sustainability *continued...*

Recently, PRT received Forest Stewardship Council (FSC) certification (see 'Green, greener, greenest!' page 3) which is a process of having PRT's business practices audited to ensure compliance with the council's standards. Forest certification is a seal of approval, a means of notifying consumers that a wood or paper product comes from forests managed in accordance with strict environmental and social standards. Increasing consumer demand for FSC certified products creates a powerful incentive for retailers and manufacturers to seek out 'good wood' suppliers. This in turn prompts forest managers to adopt ecologically sound practices and move away from destructive techniques such as large-scale clear cutting or logging in old-growth forests.

### How can you start making a difference?

Implementation of sustainable practices is not always an easy process and can take years. Often it is making one change or reduction at a time. It's

surprising the difference small changes can make over time. Each of us contributes to the sustainability effort by making thoughtful, informed choices about the way we live every day. Here are just a few ways to increase sustainability in your printing practices:

- Submit estimate requests or print jobs to PRT via email or online
- Order electronic proofs
- Create digital communication through electronic fulfillment
- Order what you need when you need it, to eliminate wasting dated printed material
- Send individualized information through variable printing
- Cleanse your address list, (see Wasted mail page 4)
- Insist on materials that have been recycled, and can be recycled (i.e. paper, binding)

For more information on any of these topics, contact your Customer Service Representative at the Department of Printing at (360) 570-5555.

## GA Training Conference and Tradeshow

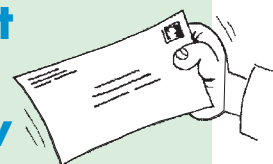
Mark your calendars for October 29<sup>th</sup> and 30<sup>th</sup> to attend General Administration's Annual Training Conference and Tradeshow. This year's event theme is "Technology" and will be held at the Greater Tacoma Trade & Convention Center.

Consolidated Mail Services will present a track entitled "Mitigating Risk in Mail". This presentation will explain how your organization can leverage technology to optimize mail piece integrity and provide complete piece level tracking by using File-based Inserting.

Registration for the event is now open. Walk-ins are welcome, but the organizers prefer you register ahead of time.

For additional information or to register, go to the GA website at [www.ga.wa.gov](http://www.ga.wa.gov) and click on the "news and events" link.

## CMS insert section has a new address...



...but they haven't moved! For years, customers sent materials to be processed in the CMS insert section to the general CMS mail stop. Increased business has necessitated another means for routing materials. Mail stop 41055 was activated in August of 2008 to do just that. So, the next time you send a batch of materials to be folded, inserted, addressed, or tabbed, please use mail stop 41055.

If you'd like to schedule a job or learn more about how the CMS insert section can help you with that stack on your desk—no matter how big or small — call CMS Customer Service at 360-664-9507.



# 2009/2010 Calendars

## “The Arts in Washington State” now available

You asked and the Department of Printing (PRT) listened. Last year, after the distribution of the 2008 calendars, PRT asked for survey feedback on our web site. According to the responses received, you want:

- Earlier availability
- Additional styles to choose from
- Two-sided calendars
- 15 months per side

The responses were compiled and adjustments made accordingly. The calendars are now available earlier, and in the following designs:

- 2009/2010 Year at a Glance Wall Calendar – 23” x 35”, two sided, 15 month
- 2009/2010 Year at a Glance Cubicle Calendar – 12” x 18”, two sided, 15 month

This year the calendars are a collaborative effort between three different agencies. The Department of Printing designed the layout and styles. The art was supplied by the Arts Commission. Consolidated Mail Services will deliver the calendars to their customers. Delivery will be confirmed using CMS tracking services. Other delivery options will be used as required.

To order your calendars please go to the Department of Printing’s web site at [www.prt.wa.gov](http://www.prt.wa.gov) or contact Chad Blake at (360) 570-3062.



## Green, greener, greenest!

The Department of Printing (PRT) makes the environment a priority by minimizing its “carbon footprint”. It started with recycling and wide spread use of recycled paper. Their commitment has grown to include use of agriculturally based printing products made from citrus, corn, soy, etc. (rather than petroleum and other chemicals). On September 22, 2008 they became Forest Stewardship Council (FSC) certified.

### What is Forest Stewardship Council certification?

The Forest Stewardship Council (FSC) was created in 1993 to change the practice of sustainable forestry worldwide. FSC certified wood is tracked through the production process to the final product. Being FSC certified proves that you are in compliance with the highest environmental standards.

The FSC helps the world’s forests meet the needs of our generation without compromising the needs of future generations. In the printing industry, supporting sustainable forestry, paper manufacturing, and printing practices insures that FSC standards are maintained.

### What does FSC certification mean to you?

You can be a steward for the environment by purchasing FSC certified products. FSC certified products are available for order with the Department of Printing. FSC product ordering is dependent on your print or copy job needs. Pricing may vary slightly, but will remain competitive. Contact your PRT Customer Service Representative for more information regarding FSC options and pricing on your printing and copy center jobs.

### What will change at the Department of Printing?

The Department of Printing has been audited by the FSC to ensure that it maintains the strict “chain of custody” required for all FSC certified products. Their inventory control system is in place to keep FSC products separate from others. All FSC certified products are labeled so they can be traced back to their originating forest! Annual audits will be held to maintain FSC certification.

Washington State is the first state printer to be FSC certified in the United States. The Department of Printing is committed to building a more sustainable future for our children, the future citizens of Washington State.

Visit [www.fsc.org](http://www.fsc.org) for more information about the Forest Stewardship Council.

# Wasted mail



Since July 1997, the Postal Service has required that all addresses on mailings receiving discounts for First-Class Mail service, whether Presorted or automation, undergo name and address correction within 185 days of the mailing. There is a new rule going into effect on November 23<sup>rd</sup> that will decrease that time to 95 days or less, and include group Standard Mailings (like post cards) as well. The USPS is instituting this change as a means of reducing the number of mailpieces that require forwarding or return by requiring distribution lists to be more up to date, and thereby reduce waste in their processing.

To be in compliance with the new rule, you will have to demonstrate that you have had your mailing address checked for accuracy by a USPS approved method within 3 months of a group mailing. The Postal Service offers four pre-approved methods to meet its new requirements. A few alternative methods that require separate approval are offered for First-Class Mail mailings. The USPS approved methods are:

**Address Change Service (ACS)** – There are two versions of ACS, one using the traditional alpha Participant Code and the other using an Intelligent Mail Barcode encoded with a Business Entity Identifier (BEI) Code. Both versions notify mailers electronically of a Change of Address (COA) or a reason for non-delivery. ACS is available for all classes of mail but must be used with either an ancillary service endorsement with a participant code or an Intelligent Mail Barcode containing a BEI. If the mailer uses an ancillary service endorsement for manual

notification and does not use ACS, the Postal Service will charge a higher fee per mailpiece.

(For the fee structure, see the Mailing Standards of the United States Postal Service Domestic Mail Manual. For more details about participating in ACS go to <http://ribbs.usps.gov/files> and select ACS or contact the NCSC at 800-238-3150.)

**National Change of Address Linkage System (NCOA<sup>Link</sup>)** – The National Change of Address Linkage (NCOA<sup>Link</sup>) System is available only through companies licensed by the Postal Service. Licenses are available for either an 18 or 48 month database. The mailer's electronic list is matched with permanent COA orders sent by individuals, families, or businesses to the Postal Service within the license period. The COA records are updated and provided to NCOA<sup>Link</sup> licensees weekly or monthly, based on their license. The NCOA<sup>Link</sup> system gives mailers ZIP+4® Codes with two extra digits for delivery point bar-coding. The NCOA<sup>Link</sup> system also provides mailers with documentation showing the date the record was updated, Move Update requirements have been met, and addresses for which a move was indicated have been corrected. Before using a list processed through NCOA<sup>Link</sup>, the mailer must apply any address changes and correct the list.

**Using NCOA<sup>Link</sup>** before mailing, the mailer prevents items sent by First-Class Mail service from being Undeliverable As Addressed (UAA), reducing rehandling costs for both the mailer and the Postal Service. The First-Class Mail discount (for both Presorted and automation rates) is at least \$50 per thousand and can be as high as \$95 per thousand.

**FASTforward** – Mailers may comply with the Move Update requirement using FASTforward and a Multiline Optical Character Reader (MLOCR) which updates each machinable mailpiece as it is being processed. As the mailpiece runs through the MLOCR, the names and addresses are checked against an encrypted national Postal Service database, which contains permanent COA records from the previous 13 months. If a COA is applicable, the correct address and barcode are sprayed on the Mailpiece.

**Ancillary service endorsements** – except for Address Service Requested, (see 'Sending the right message' on page 5).

**Bad addresses cost mailers millions each year** – Every mailpiece, regardless of class, has two things in common: the intended recipient and the address. When both are accurate and complete, the Postal Service can deliver quickly and easily. Incomplete or incorrect information means more resources to try to correct a mailpiece, wasting time, paper, and perhaps postage. The US Postal Service is taking steps to increase accountability and sustainability, and has even created a Vice President of Sustainability position to work on getting mail greener. One of these steps in sustainability is the change address update requirements for mail.

Currently, over six billion pieces of mail are discarded and destroyed each year due to bad addresses. That is too many trees processed to send paper that cannot be delivered. The USPS is doing its part to move to a greener system and reduce waste. This regulation is only one of the steps it is taking in that direction.

Consolidated Mail Services (CMS) currently utilizes the Fastforward system when processing Presorted First Class Mail, which will correct mail within 13 months of a submittal of a Change of Address. After 13 months, mail continuing to be sent to the outdated address is no longer corrected and is rejected by the system. Address lists need to be updated regularly, CMS customers using pink slips can mark '1<sup>st</sup>-Class Presort (return)' to have corrected mail returned notifying you of a change. It gives you an opportunity to make changes to your list before resending the mail piece (no new postage is required).

If you have a mailing list and are wondering where to take it to have it 'cleansed', the Department of Printing (PRT) offers this service. PRT performs address standardization services, which will format address lists to be compatible with USPS database services, and is a licensed NCOA service provider to cross check address accuracy. Services are performed at an hourly rate; most straight forward lists of reasonable size can be processed within an hour. Contact your Customer Service Representative at the Department of Printing, 360-570-5555, for details.

\*\*The majority of this article is taken from USPS Publication 363- 'Updating Address Links Is a Smart Move'. For more information on what the USPS is doing to go green, go to [USPS.com/green](http://USPS.com/green).



## Each year there are:

- 1.6 billion pieces of returned mail
- 44 million Change of address forms filed
- 2 million forwarded pieces
- 6 billion pieces discarded due to lack of ability to forward or return
- 2 billion more pieces get delivered, due to a mail carrier's personal knowledge

Bad addresses are expensive for the Postal Service and the mailer. Dealing with returned mail takes time and resources. Costs incurred by the Postal Service for mail that is Undeliverable As Addressed (UAA) are passed on as rate increases to you the mailer.



# Sending the right message

## Ancillary Service Endorsements

We've all seen them, the little messages printed on the fronts of envelopes such as 'Return Service Requested'. You've seen them, but do you really know what they mean? Did you know some of them have fees attached? Endorsements can be quite useful, they can be used to meet changing address hygiene requirements by USPS (see 'Wasted mail' pg 4); help clean up mail lists, and in turn reduce waste.

Any mailer may use an ancillary service endorsement to request a hard-copy notification of the addressee's new address and/or tell the Postal Service how to handle Undeliverable-As-Addressed or UAA mail. Ancillary service endorsements may be combined with other approved Move Update methods. Some services come at no charge, however, others have fees attached and may require a postage due account to be set up with the USPS. The following are endorsements that may be used on First Class Mail:

**Return Service Requested** – The Postal Service returns UAA mailpieces with a new address or the reason for non-delivery at no charge.

**Temporary Return Service Requested** – The Postal Service forwards the mailpiece at no charge but does not provide a separate notice of a new temporary change of address (COA).

**Address Service Requested** – This service varies by the time elapsed from a change of address. Fees can be as high as \$.75 for a piece of First Class mail, or subjected to non machinable rates and weighted fees for Standard mail.

## Change Service Requested – A

separate notice of new address or reason for nondelivery is provided to sender; in either case, an address-correction fee is charged and the mailpiece is not forwarded or returned but disposed of by the Postal Service. This endorsement option is available for First-Class Mail only when used in conjunction with electronic ACS™ Service. Fees can be up to \$.25 per electronic notice, and up to \$.18 per automated notice.

A UAA mail piece with no endorsement is treated the same as Forward Service Requested for 1st Class mail. Standard Mail is disposed of by the USPS.

An endorsement must be printed in no smaller than 8-point type, and it must stand out clearly against its background. Brilliant-colored envelopes and reverse printing are not permitted. There must be a 1/4-inch clear space around all sides of the endorsement. The endorsement and return address must read in the same direction as the delivery address.

Endorsements may be printed under the return address <sup>1</sup>, above the delivery address block <sup>2</sup>, to the left of the postage area <sup>3</sup>, or below the postage area <sup>4</sup>.

The USPS offers these and many other choices for a variety of needs. Good choices on which services to use help the system work for you and save resources. Wrong choices leave letters in the dead mail office or with postage due. Left unclaimed, these pieces are destroyed.

Still have questions? For information regarding endorsements, and their use, please contact Consolidated Mail Services at 360-664-9507, or the Department of Printing at 360-570-5555.

## Print to Post

Is a quarterly publication of the Washington State Department of Printing and General Administration's Consolidated Mail Services. The newsletter is designed to inform our customers and other interested parties about the latest services, industry news and technological advances from both organizations as well as printing and mailing in general.

### Volume 2, Issue 3 / Third Quarter 2008

#### Editorial Board:

Star Bear

*PRT Graphic Design Services Manager*

Laura Johnson

*PRT Customer Relations Manager*

Pam Derkacht

*PRT Customer Services Assistant Director*

Kathy Forbes

*PRT Executive Assistant*

Jolaine Swanda

*PRT Customer Education Specialist*

Diane Wilkinson

*CMS Customer Service Manager*

Chris Cantrell

*CMS Customer Service Specialist*

Karen Robinson

*CMS Office Assistant Lead*

#### Contributors:

Jean-Luc Devis – *PRT Director*

Darrell Pruett – *PRT Graphic Designer*

Ron Anderson – *CMS Distribution Manager*

Howard Cox – *GA Assistant Director, Services Division*

#### Production Notes:

Printed on the Kodak NexPress

Printed in CYMK on 28# Mohawk color copy 100% recycled paper - manufactured with windpower

#### PRT Mailing Address:

Washington State Department of Printing  
PO Box 798  
Olympia, WA 98507-0798

**Mail Stop:** 47100

**Web site:** [www.prt.wa.gov](http://www.prt.wa.gov)

**Phone:** (360) 570-5555

**Fax:** (360) 586-8831

**TTD:** (360) 570-5069

#### Distribution Notes:

Most of the copies of this newsletter were sorted at the CMS facility and sent through campus mail. Copies for recipients not on the campus mail system were mailed Presort Standard through the USPS at a discounted postage rate.

#### CMS Mailing Address:

Consolidated Mail Services  
PO Box 41050  
Olympia, WA 98504-1050

**Web site:** [www.ga.wa.gov/mail](http://www.ga.wa.gov/mail)

**Phone:** (360) 664-9507

**Fax:** (360) 586-9620

JAMES WARRICK  
RUSS GALLERY LTD  
4016 MAIN ST  
FORT WORTH TX 76133-5559

ADDRESS SERVICE REQUESTED <sup>1</sup>

ADDRESS SERVICE REQUESTED <sup>3</sup>

ADDRESS SERVICE REQUESTED <sup>4</sup>

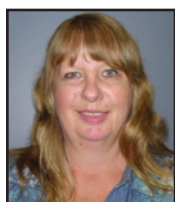
ADDRESS SERVICE REQUESTED <sup>2</sup>

JOHN DOE  
10 ELM ST  
ANYTOWN WA 98765-4321

Presorted  
First-Class Mail  
U.S. Postage Paid  
Fort Worth TX  
Permit No. 1



# Print to Post personnel



**Karen Robinson**  
*Office Assistant Lead*



Karen is one of the newest Print to Post editorial team members and she just celebrated her 10<sup>th</sup> year with Consolidated Mail Services in June. Prior to CMS she spent seven years with the USPS, where she held a variety of positions including sorter, mail handler, carrier, and Postmaster relief. That's a lot of letters.

Karen resides with her beau of 13 years Frank, a state Revenue Auditor, on two and a half acres with two black cats, two Australian Shepherd dogs, five peach faced lovebirds, a 32 year old Appaloosa and a 34 year old Arabian horse. The latter two are out to pasture; Frank and Karen have a while to go yet. Marriage plans are in the works for July, 2009.

Karen's hobbies include reading, crossword puzzles, and watching cooking shows while she is soaking in the hot tub. She also enjoys playing golf (very badly) with her son Chazz and visiting her daughter Sara and three grandchildren in Colorado.



**Laura Johnson**  
*Customer Relations Manager*



Laura Johnson began with the Department of Printing on July 7, 2008 as the Customer Relations Manager. She is a newly appointed member of the Print to Post Editorial Board.

Prior to coming to PRT, Laura worked at both the Olympian and the Tacoma News Tribune. She was previously a Sales Manager supervising both sales and customer service representatives in the advertising department. As part of her portfolio, she shared some marketing and promotional materials for which she was responsible and which have been very successful.

Laura enjoys boating, skiing, travel and spending time with her family. She and her husband enjoy home improvement projects. She has two daughters, ages 5 and 17.



**Tony Hall**  
*Night Production Manager*



Tony Hall joined the Department of Printing on August 12, 2008 as the Night Production Manager.

Tony has 24 years of experience in the printing industry, most recently as Manufacturing Manager at a large printing facility. He has experience in several production environments, including production scheduling. Tony has supervised print, digital print (including variable information), mail processing, and fulfillment areas.

Tony lives in Tacoma with his wife Carla of 23 years and his three children, Matthew 16, Sean 12, and Erin 10 years old. The children keep him busy with football, wrestling, swimming and basketball. He enjoys camping and motorcycle riding with his family as well as hunting and fishing with his boys. Tony appreciates a good barbeque with family and friends. He devotes his spare time to golfing and bow hunting.



**Mike Simpson**  
*Truck Driver*



Mike has been with CMS since February of 2001. Mike is a CMS Distribution truck driver who is currently cross training on inserting equipment. He started out as a night time sorter. While in that position he met his wife Sarah. They were married September of 2006 in Las Vegas in the company of friends. Sarah is now a contract specialist with the Department of General Administration's Office of State Procurement.

The couple currently resides in Tenino with their two dogs. Mike refers to them as "a big one and a little one". The 'little one' is Harley, a 9 pound Maltese-Pekinese mix and the 'big one' is Rebel, an 85 pound Lab mix.

Mike's passions are camping by Lake Wynoochee, off-roading, and his Suzuki Gixxer 600 motorcycle. Mike loves the way his bike saves him money on gas going to work, and handles winding roads in summer.



**Neal Mapu**  
*Envelope Operator*



Neal Mapu joined the Department of Printing as a swing shift Envelope Operator on July 1, 2008.

Neal comes to PRT with warehouse and manufacturing experience. Most recently he worked in a large distribution center. Prior to that, he was a technician for a spa manufacturing company. Both positions required attention to detail and working knowledge of machinery.

Neal has three kids, David is in high school; Justin is in 3<sup>rd</sup> grade and Alyssa just turned three. He enjoys spending time with his family, playing baseball with his son and playing at the park with his children.

Neal was born in American Samoa, but has lived in Olympia most of his life.



**Thuan Le**  
*Bookbinder 3*



Thuan Le joined the Department of Printing on September 2, 2008. He has joined the Fulfillment department as a Bookbinder 3.

Thuan joins us with nine years experience in a printing environment in which he was an Offset Duplication Operator 3 for the Washington State Department of Personnel. From 1996-1997 he attended a graphics printing program at Clover Park Technical College. He also has experience as a mail handler for the US Postal Service.

Thuan and his family are from Vietnam and moved to Olympia, WA in 1992. He's married and has four children, two girls and two boys. In his spare time, Thuan enjoys playing tennis with his children and gardening. He also loves birds, although he does not have any as pets, he prefers to watch the birds fly around in his garden or through his home window.

Thuan appreciates the opportunity to work for the Department of Printing and his family wishes everyone at PRT the best.

## Print to Post personnel *continued...*



**Jerry Williams**  
*Customer Service  
Representative 2*

Jerry accepted a position as a Customer Service Representative 2 with the Department of Printing

(PRT) on August 16, 2008.

Jerry was recently a Customer Service Representative on a temporary assignment at PRT. He has a wealth of print knowledge from his previous 17 plus years with the agency. He has an additional 20 plus years of experience in other printing environments.

Jerry enjoys riding his motorcycle and restoring old furniture. He also loves to travel, travel, and travel.



**Amos Shriver**  
*Bookbinder 3*

Amos Shriver started with the Department of Printing on August 18, 2008 as a Bookbinder 3 in the

Fulfillment department.

Amos has nearly two years' experience in a production environment and another four years' experience in merchandise handling. He has forklift experience and is familiar with the time considerations of a production environment.

He enjoys travel and spent months working his way through Japan. Amos also enjoys riding motorcycles and working on his car. He has a love of Pugs and hopes to own a "herd" of them someday.



**Thomas Pickard**  
*Customer Service  
Representative 2*

The Department of Printing welcomed Thom Pickard as a Customer Service Representative 2

on August 19, 2008.

Thom most recently worked in the office of the Fulfillment Center on assignment through Express Personnel. While there, he served as office assistant and helped Chad Blake with customer service responsibilities. Thom has 3 years of customer service experience in a printing environment.

He lives in Olympia with his wife of 22 years and four of their five children. His eldest son and daughter-in-law recently made Thom and his wife proud grandparents. Thom is a published author and poet. He enjoys making jewelry, and commuting to work on his bike.

## 💡 Beefier bar-coding New innovations in mail piece processing

For nearly 20 years, barcodes have been at the core of advances in postal quality and productivity. Automated mail processing, driven by barcodes, allowed the Postal Service to reduce costs as it delivered more rapid, reliable, and consistent service. Now the USPS is taking steps to further those aims. In 2006, the US Postal Service introduced a new, high-capacity barcode, and began a process of transition to Intelligent Mail which will be complete by May 2009.

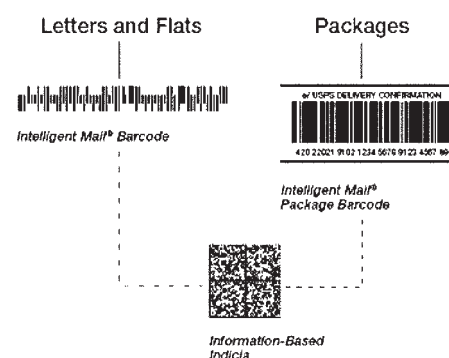
Intelligent Mail is a comprehensive term that describes a new electronic tracking system which allows individual mail pieces to be followed from mailer to recipient. Intelligent Mail Barcodes or IMBs will be applied to mail pieces, trays, carts, and containers. The IMBs will be scanned in progress and tracked continuously throughout the system, creating new opportunities to improve service consistency, efficiency, and value. Potentially, USPS will be able to know where any given mail piece is by tray, container, and truck at any point on route through IMBs.

In today's postal environment, more than 30 barcodes can be found in use. The Postal Service currently uses a combination of the Postal Numeric Encoding Technique (POSTNET) sorting code and the Postal Alpha Numeric Encoding Technique (PLANET) code to identify pieces for Confirm service. The Intelligent Mail plan is to adopt a barcode to replace the PLANET Code so that mail can be uniquely identified without requiring more space on the face of the envelope. The maximum length of a PLANET

barcode is 13 digits, which severely limits the mailer's ability to identify each mailpiece. The IMB has 65 bars and has about two and a half times the information carrying capacity of a PLANET barcode, and fits in the same field. Through implementation of IMBs, the USPS plans to eliminate excess and extraneous barcodes from envelopes and simplify processing, by moving towards a one code system.

Consolidated Mail Services upgraded its equipment to be IMB compliant in August 2008, and is now using IMBs in its day to day mailing. Any mail processed through CMS's Optical Character Reader on its way to the USPS will be encoded with an IMB, and currently no longer requires additional barcodes for processing. Agencies are asked to discontinue printing and use of any other barcode to prevent processing confusion.

If you have further questions about mail processing, please call Consolidated Mail Services customer service at (360) 664-9507.



(Above-IMB coding examples)





## Stretching our resources

As I write this, we are facing significant uncertainty and change. National economic indicators all seem to be pointing down and our state is not immune. In light of this, Governor Gregoire directed state agencies under her authority to freeze non-emergency hiring, out-of-state travel and personal services contracts, as well as non-essential equipment purchases. She has asked all of us to cut fuel consumption by 5 percent.

The governor knows you are not wasting resources and she understands how hard these restrictions will be. We are all in this together and the Departments of Printing (PRT) and General Administration (GA) are poised to help you stretch your resources even further.

If you haven't talked to us in a while, call Diane Wilkinson at GA's Consolidated Mail Services at 360-664-9506. Get a review done to make sure you are taking full advantage of mail and delivery services. Jennifer Forté, 360-570-5046, can help you learn more about Department of Printing Fulfillment Services, which can save you time, work, storage space and money. Diane and Jennifer are experts at working with customers to determine how our services can help your agency. Give them a call!

Our departments have many services to help you in these hard times. If you want more information about other services, or if you have suggestions on how we can better meet your needs, don't hesitate to call. We look forward to working with you as we all face the challenges ahead.

Howard Cox  
*Assistant Director, Services Division*  
 Department of General Administration

## Dates to Remember

October 19 – 22	NGPA Annual Conference, Bellevue
October 29 – 30	GA Annual Training Conference and Tradeshow, Tacoma
November 2	End of Daylight Savings Time
November 6	CMS Customer Training and Tour
November 11	Veteran's Day
November 20	Department of Printing Open House
November 27	Thanksgiving
November 28	State Holiday
December 10	Consolidated Mail Services Open House
December 25	Christmas
January 1	New Year's Day



## Computer Tips & Tricks

This quarter's hint comes from former Print to Post writer and editor, Cliff McDaniel: To quickly insert a dark black line in a Word document – type ### and hit enter.

Do you have a computer trick that you have learned from a co-worker, brother-in-law, or your techno savvy Great Aunt Betty? Then share them with us! Send those tips to [Kathy@prt.wa.gov](mailto:Kathy@prt.wa.gov) and we will feature it in an upcoming issue of Print to Post.

